

Abstract Of The Invention

Branded software and a method of branding software where the software includes core data that is distributed through different merchants. Additional branding data, specific to a particular merchant, is added to the core data in order to brand the core data for that merchant. The branding data may be integrated into the core data such that it cannot be deleted or replaced without damaging the execution or display of the core data. The branding data may be added by the software's publisher before distribution to the different merchants, or by each merchant after receiving the software from the publisher.